# navigating the **\*battleground**

Friday, April 5<sup>th</sup>, 2024

Views of Taxes in the Battleground





#### Methodology

 Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.

 Impact Research conducted by text-to-web.

 Impact Research conducted between March 14-March 21, 2024.



The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.



#### Key Takeaways

- Nearly three in five battleground constituents think Republican tax policies most favor the wealthy and corporations. A narrow plurality think Democratic tax policies favor the middle class.
- A plurality think the wealthy and corporations are paying less in taxes than they did five years ago. At the same time, nearly three in four think the middle class and working people are paying more in taxes than five years ago.
- While at least seven in ten support both "raising taxes" on and "closing tax loopholes" for billionaires and big corporations, "closing tax loopholes" earns greater support. Additionally, tax policies focused on addressing bad actions by corporations, such as outsourcing jobs, polluting, and evading paying their taxes, are overwhelmingly popular.
- While battleground constituents are initially split on making the Trump tax cuts permanent, it becomes deeply unpopular when constituents are reminded about who benefits. Nearly three in five oppose making the cuts permanent after learning about how much the wealthy and big corporations benefit, including a majority who "strongly" oppose it.



# A Majority of Battleground Constituents Think Republican Tax **Policies Most Favor the Wealthy and Corporations**

From what you know, do **Democratic** tax policies most favor:

	The wealthy and The			7. 1	-	The middle class and			Net Wealthy Dem - Rep
			he poor Don	't know	corporations	working people		Don't know	•
Overall	32	37	18	12	58		33	9	-26
Democrats	7	76		12 4	95			3	-88
Independents	37	29	21	13	52		36	<b>2</b> 10	-15
Republicans	51	8	23	18	18	66		2 14	+33
Black	14	49	21	17	83			7 10	-69
Hispanic	30	46	10	13	60		29	11	-30
White	34	37	18	11	57		34	9	-23
Men Under 55	32	35	25	9	58		34	6	-26
Women Under 55	29	41	15	15	62		25	13	-33
Men 55 and Older	42	31	17	10	50		42	8	-8
Women 55 and Older	27	43	17	13	59		32	§ 7	-32
White College	29	46	16	10	62		30	8	-33
White Non-College	37	33	19	12	53		36	29	-16
ic ballot persuadables*	32	30	21	17	63		20	2 16	-31
						1		ating	
Nationwide survey of 1,50 *"Generic ballot persuad	00 likely 2024 general election ables" are those who did no be 2024 election	on voters across 61 battleg t choose a Democratic or F	round districts cond Republican candidat	lucted March 1 e on who they	4-21, 2024. would likely		*ba	ttleğı	round

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024. \*"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

For more info, visit navigatorresearch.org/battleground.

Generic

#### From what you know, do <u>Republican</u> tax policies most favor:

## Both Democrats and Republicans Viewed as Prioritizing "Other People" With Their Tax Policies

From what you know, do **Democratic** tax policies most favor:

#### Net Like Me -Net Like Me -Other Other People like me People like me Other people Other people Don't know Don't know 52 Overall 34 55 | 41 -11 -21 80 Democrats 69 | 17 +47-63 50 58 -31 40 Independents 27 -10 73 85 -81 +55Republicans 4 19 67 Black 49 +11-48 38 49 -19 44 -5 Hispanic 31 50 42 -24 51 -9 White 33 57 10 -26 49 48 Men Under 55 33 +159 53 53 37 Women Under 55 33 -20 -16 Men 55 and Older 29 63 -34 51 43 +8 28 Women 55 and Older 42 42 0 62 -34 43 53 White College 37 55 -33 -10 42 50 White Non-College 31 58 -16 -8 -27 Generic ballot persuadables\* 27 54 33 54 -21

From what you know, do <u>Republican</u> tax policies most favor:

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# A Plurality Thinks the Wealthy Are Paying Less in Taxes Than 5 Years Ago, and a Majority Thinks the Middle Class Is Paying More

Would you say that the wealthy and corporations are:

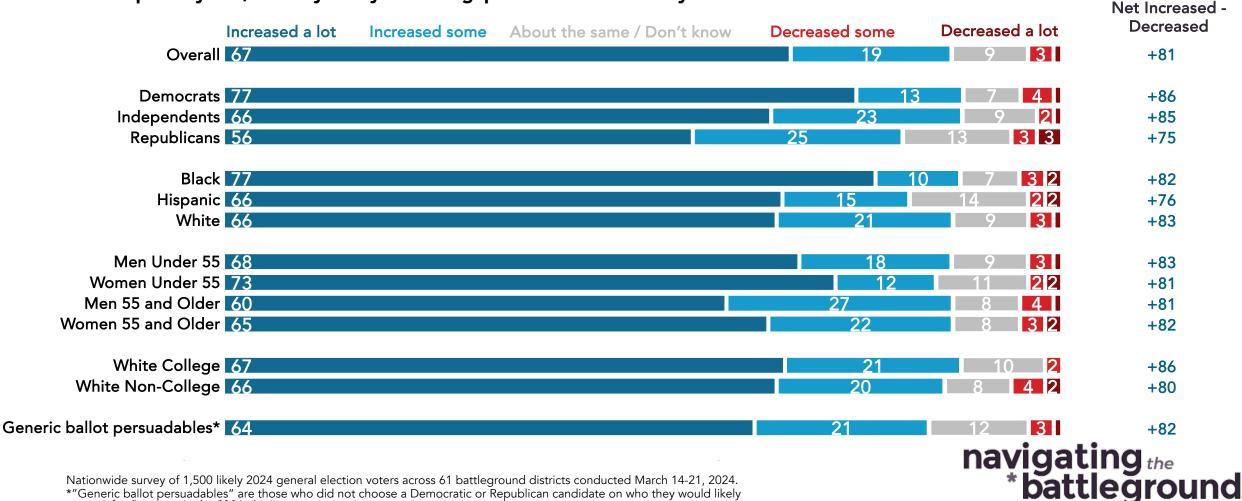
would you say that the midd	would you say that the <u>middle class and working people are</u> :							would you say that the <u>wealthy and corporations are</u> :						
Paying less taxes than 5 years ago	Paying about the same as 5 years ago	Paying more taxes than 5 years ago	Don't know		taxes than 5 years ago	Paying about the same as 5 years ago	Paying more taxes than 5 years ago	Don't know	Net Less – More					
Overall 5 18		71	6	-66	44		24 14	17	+30					
Democrats 5 24		64	7	-58	66		11	5 11	+61					
Independents 6 19		68	7	-62	39	2	9 15	17	+24					
Republicans 3 12		82	6	-79	25	27	25	23	0					
Black 🕃 🛛 17		76	4	-73	64		13	10 13	+54					
Hispanic 7		74	8	-67	40	2	7 15	18	+25					
White 4 19		71	5	-67	44		24 15	17	+54					
Men Under 55 5 19		71	5	-60	39	28	3 17	16	+22					
Women Under 55 🕃 🛛 13		76	8	-73	49		21 11	19	+38					
Men 55 and Older 6		68	6	-62	38	29	7 18	14	+20					
Women 55 and Older 4 20		69	6	-65	49		20 13	19	+36					
White College 5 24		67	4	-62	46		26	16	+35					
White Non-College 5 16		73	6	-68	43	2	.3 17	17	+26					
Generic ballot persuadables* 6 17		70	7	-64	43		26 12	18	+31					
					-		naviga	ntina <sub>t</sub>	ne -					
Nationwide survey of 1,500 likely 2024 genera *"Generic ballot persuadables" are those who support for Congress in the 2024 election.	l election voters across did not choose a Dem	s 61 battleground dist nocratic or Republicar	tricts conducted N n candidate on wh	1arch 14-21, 2 o they would	024. likely		*bat	ttlegr	ound					

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024. \*"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

Would you say that the middle class and working people are:

# **Across Partisanship and Demographics, Large Majorities Think the** Gap Between the Wealthy and Middle Class Has Grown a Lot

In the past 5 years, would you say that the gap between the wealthy and the middle class has:



\*"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

# Majorities "Strongly" Favor Closing Tax Loopholes and Raising Taxes on Billionaires and Big Corporations

Do you favor or <u>corporations</u> ?	r oppose	raising tax	<mark>es</mark> on billio	naires and bi	g		_	favor or oppos orations?	se <mark>closing</mark>	<mark>tax loophol</mark> e	<mark>es</mark> for billi	onaires	and
S	trongly avor	Somewhat favor [	Don't know	Somewhat oppose	Strongly oppose	Net Favor	Strongly favor	Somewhat	on't know	Somewhat oppose	Strongly oppose	Net Favor	Net Close   - Raise
Overall	54			<b>16 3 15</b>	12	+42	63			15 8	777	+64	l +22
Democrats	91				6	+94	87				6 B	+89	l -5
Independents	47		18	4 18	13	+34	59			16 11	6 7	+62	+28
Republicans	22	22	6	28	21	-5	40		25	10 12	10	+41	+46
Black	85				3 8 2	+78	75			8	8 5 4	+74	-4
Hispanic	63			12 11	13	+51	57			20 7	9 6	+62	+11
White	52		1	7 4 16	12	+41	63			16 8	777	+65	+24
Men Under 55	51		11	3 19	16	+27	61			13 8	7 11	+56	l   +29
Women Under 55	67			10 5	11 8	+58	62			14 8	9 7	+60	+2
Men 55 and Older	40		26	16	16	+34	57			26	7 6 5	+72	+38
Women 55 and Older	56			<b>17</b> <mark>3</mark> 1.	5 9	+49	74			9	8 4 4	+75	I +26
White College	58			16 4 1	3 9	+52	68			11 8	6 7	+66	I I +14
White Non-College	49			1 <mark>6</mark> 318	3 7	+33	59			19 8	777	+64	I +31
Generic ballot persuadables*	49			2 <mark>2 3 1</mark> 5	10	+47	63			17	0 6 4	+70	I I +23
							-			navig	4		
Nationwide survey of 1,50 *"Generic ballot persuada										" ba	attle	dro	und

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Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024. \*"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

# Battleground Constituents Support a Range of Tax Policies Requiring the Wealthy to Pay Their Fair Share

Here are some tax policies the U.S. Congress is considering. Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each of these.

	Strongly favor	Somewha favor	t	Don't know	S	omewhat oppose	Strongly oppose	Overall	Dem	Ind	Rep	GB Pers*	
hip jobs overseas	68					17	6 3 6	+75	+83	+75	+65	+75	
so much an it up	64					<b>16</b> 6	5 8	+67	+93	+62	+43	+71	
tions to Islands	63				1	5 7	5 10	+62	+77	+64	+44	+64	
her rate Is driver	59				18	7	7 9	+61	+91	+55	+31	+71	
eyond a ain level	58				17	5 1	1 10	+55	+94	+40	+25	+52	
top 1%	55				17	6 10	12	+50	+90	+39	+12	+56	
to 28%	41			18	11	11	19	+29	+86	+22	-27	+33	
to 21%	16	17	14	15			38	-21	-73	-10	+27	-13	
	61 battleground							navi *k	gat batt	ing lea	the <b>rou</b> l	nd	

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<u>Closing tax loopholes</u> for corporations that ship jobs overseas

<u>Taxing corporations more</u> if they pollute so much that the government has to pay to clean it up

<u>Closing tax loopholes</u> that allow corporations to avoid paying taxes in places like the Cayman Islands

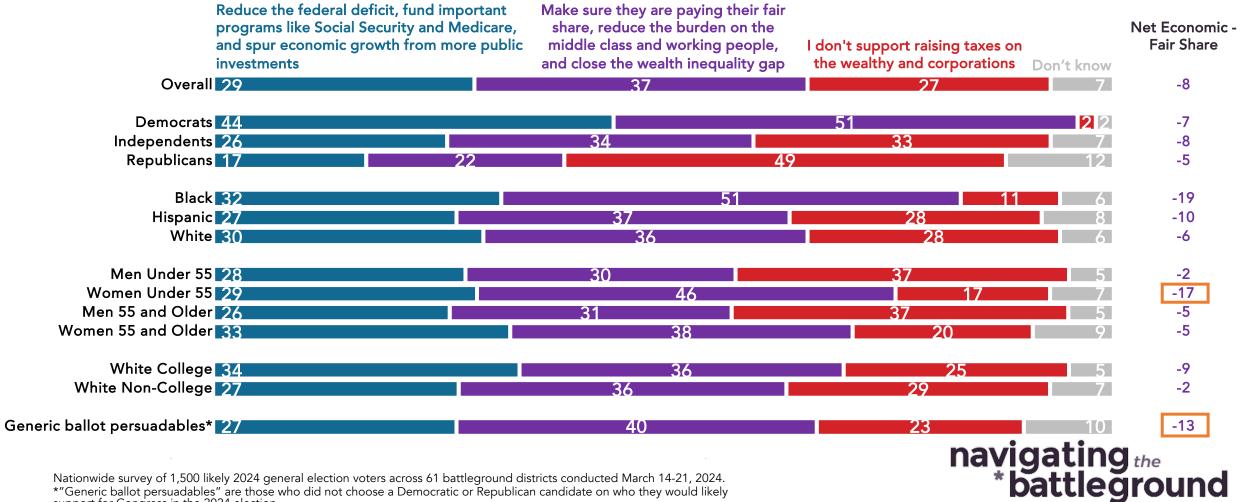
- Increasing the tax rate so a CEO pays a higher rate than a secretary or bus driver
- <u>Taxing corporations more</u> if they pollute beyond a certain leve
  - Increasing the tax rate on the top 1%

Increasing the corporate tax rate to 28%

Decreasing the corporate tax rate to 21%

#### Making the Wealthy Pay Their Fair Share Narrowly Seen as Best Reason to Raise Taxes on the Wealthy and Corporations

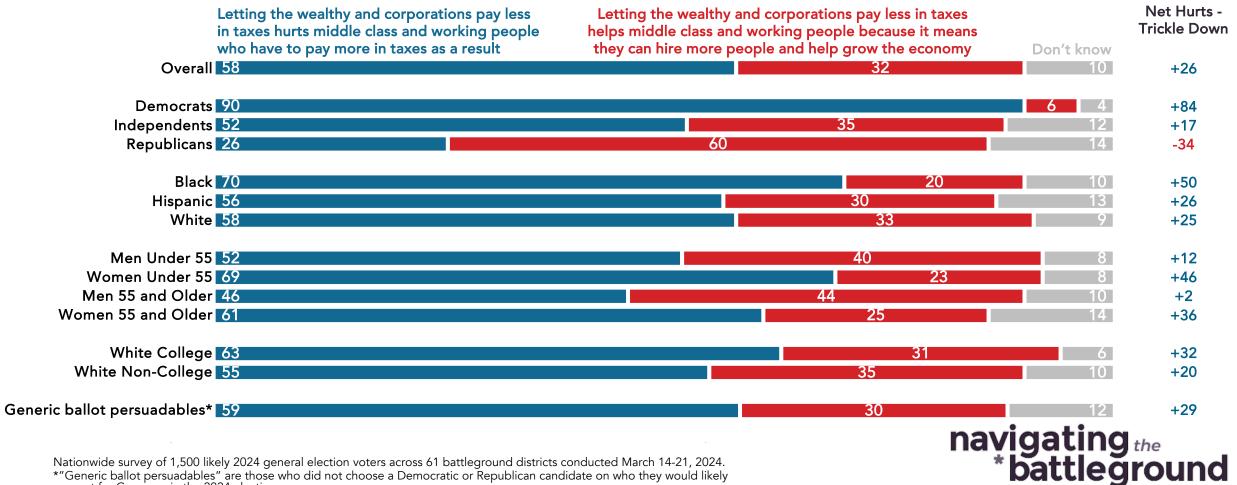
Which of the following is the best reason to support raising taxes on the wealthy and corporations?



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#### By 26 Points, Constituents Think Keeping Taxes Low for the Wealthy and Corporations Hurts the Middle Class More Than It Helps Them

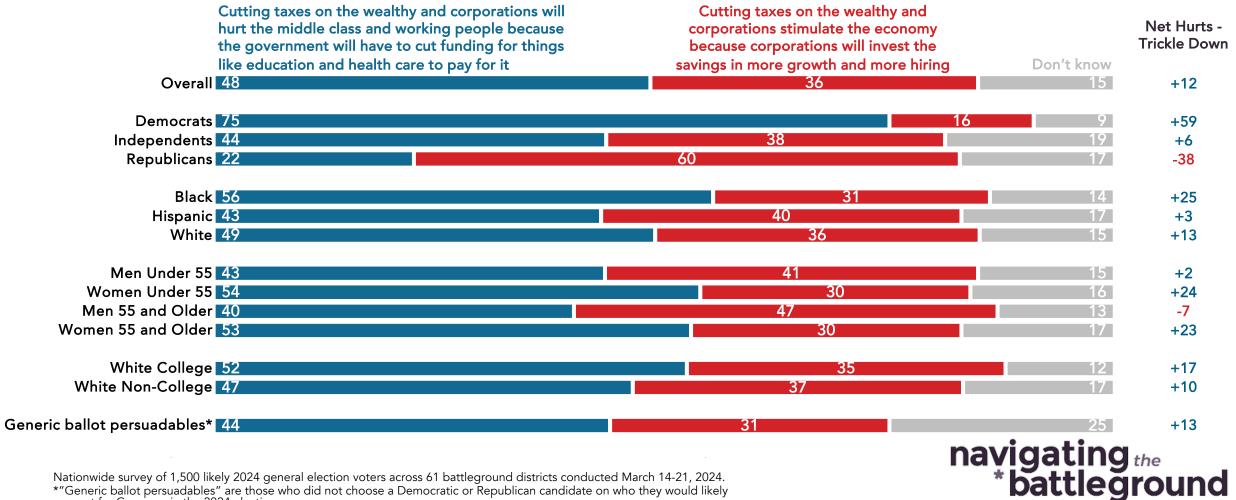
Which of the following statements comes closer to your view?



support for Congress in the 2024 election.

#### A Plurality of Constituents Agree More That Cutting Taxes on the Rich Would Be Bad for the Middle Class

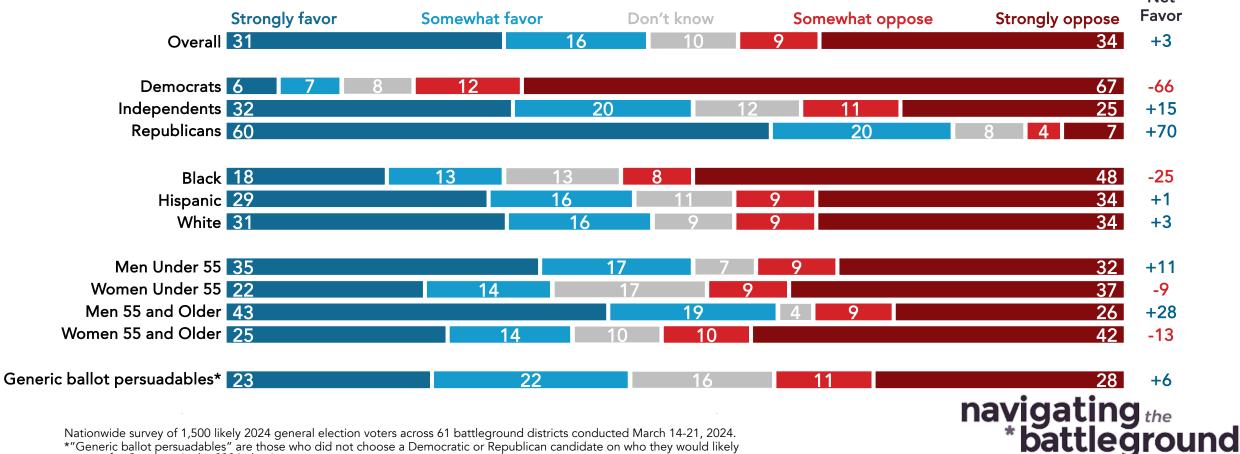
Which of the following statements comes closer to your view?



support for Congress in the 2024 election.

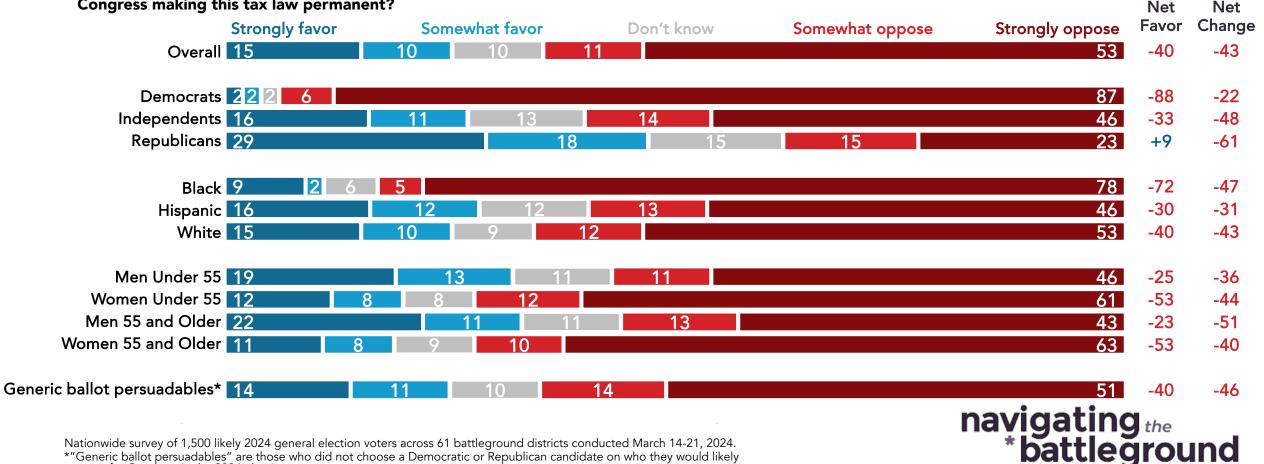
# **A Narrow Plurality of Battleground Constituents Initially Favor Making the Trump Tax Cuts Permanent**

As you may know, in 2017 President Trump and Republicans in Congress passed a law that cut taxes on individuals and corporations. These tax cuts are set to expire in 2025 unless Congress votes to make them permanent. From what you know, do you favor or oppose Congress making this tax law permanent? Net



# But Once They are Given More Information on the Trump Tax Cuts, **A Majority Strongly Oppose Making Them Permanent**

The tax law that Republicans in Congress passed in 2017 benefited the wealthy and corporations, with them receiving 83% of the benefits while taxes went up on the middle class and working people. Extending the tax cuts would add \$3.5 trillion to the deficit, give wealthy foreign investors a tax break of over \$24 billion in just one year, and allow 55 large corporations to pay zero dollars in federal income taxes. After more information, do you favor or oppose Congress making this tax law permanent?



#### **Appendix: Congressional Districts Included In Sample**

Dem Lawmakers			-	wmakers – Biden	Rep Lawmakers – Trump			
AK-01	<b>MN-02</b>	<b>OH-13</b>	AZ-01	NY-17	CA-41	TX-15		
CA-49	NC-01	<b>OR-06</b>	AZ-06	NY-19	CO-03	WI-01		
CO-08	NC-13	PA-07	CA-13	NY-22	FL-07	WI-03		
СТ-05	NH-01	PA-08	CA-22	<b>OR-05</b>	FL-13			
IL-13	NM-02	<b>PA-17</b>	CA-27	PA-01	FL-27			
IL-17	NV-03	VA-07	CA-40	VA-02	IA-01			
IN-01	NV-04	WA-03	CA-45		IA-02			
KS-03	NY-03	WA-08	NE-02		IA-03			
<b>ME-02</b>	NY-18		NJ-07		MI-10			
MI-03	<b>OH-01</b>		NY-01		MT-01			
MI-08	OH-09		NY-04		NY-02			

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#### About Navigator and Navigating the Battleground

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. **Navigator** is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. **Navigating the Battleground** is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

#### For Press inquiries contact:

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#### To learn more about Navigator or Navigating the Battleground:

http://navigatorresearch.org

@NavigatorSurvey on Twitter

#### About the Study

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2024 general election voters from March 14-21, 2024. The survey was conducted by text-to-web (100 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 61 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.